



Visit Elizabeth City | 252.335.5330 | Breanna@VisitElizabethCity.com

Visit Elizabeth City Launches a Mobile Shop & Dine Pass To Support Local Business

Elizabeth City, NC (November 23, 2020) – The official tourism organization for Elizabeth City is launching the Our E-City Shop & Dine Pass, a new program that aims to increase foot-traffic to small restaurant and retail businesses in Elizabeth City and encourage people to support local this holiday shopping season. The passport is a free program that all visitors and locals can sign up for.

“This pass creates a means for much needed awareness and economic impact in our local shops and restaurants this holiday season. When our businesses are successful, we’re successful.” says Executive Director of Visit Elizabeth City, Corrina Ruffieux.



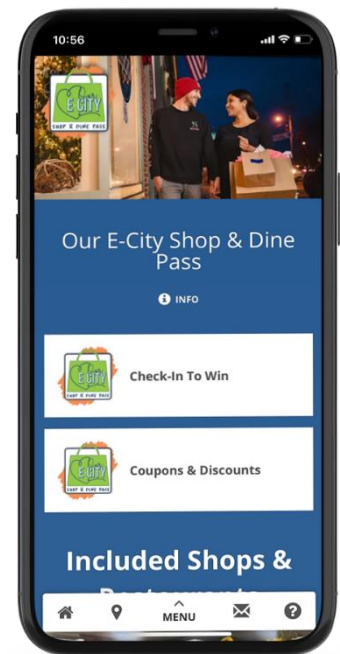
Conversations around creative initiatives to support local businesses began in October and led Visit Elizabeth City to reach out to a well-known technology company in the travel space, Bandwango. Bandwango technology is designed to support mobile created by destinations and marketed to visitors and locals.

Visitors and locals can visit a dedicated mobile passport landing page and [sign-up for their unique Shop & Dine pass](#) by providing their name, e-mail zip code and mobile phone number. A link is then sent to their mobile phone, which opens the passport and directs the user to add the button icon to their home screen, where they can access it any time. There is nothing to download and no bulky apps take up space on a user’s phone.

Once the user is ready to redeem the offers available on their pass, they simply show their phone at the checkout counter and enter the merchant’s PIN to access the coupon or offer.

There is also a gamification element to using the pass that allows users the chance to win prizes simply by checking-in at local businesses via a unique pin number for each merchant. After ten check-ins, passholders will win a free Our E-City t-shirt, and after 25 check-ins they will be entered to win the grand prize of \$250 worth of gift cards to local businesses. The grand prize winner will be drawn on December 30.

The pass is now available to the public as of November 23, 2020, just in time for the holiday shopping season.





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More information and high-resolution photos available upon request.

Breanna Brower

Marketing and Communications Specialist

Visit Elizabeth City

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